

# MARKETING OPPORTUNITIES

**&** MEMBERSHIP  
DIRECTORY

# 2023



AUBURN HILLS  
Chamber of Commerce

Trustees Receive  
**EXCLUSIVE  
BENEFITS**  
and Maximum  
Visibility

## Looking for **Maximum Exposure?** Consider a Trustee Membership Package

Build a CUSTOMIZED Trustee Membership Package to receive the highest level of marketing visibility and community exposure. Each level includes sponsorship, tickets, promotions, speaking opportunities, and an unmatched level of recognition to fit your company needs. **Contact us to build your customized Trustee Package: 248-853-7862 or [info@auburnhillschamber.com](mailto:info@auburnhillschamber.com)**



### Trustee Benefits and Levels

	DIAMOND \$20,000 +	PLATINUM \$15,000 - \$19,999	GOLD \$10,000 - \$14,999	SILVER \$7,500 - \$9,999	BRONZE \$5,000 - \$7,499
Annual Membership	✓	✓	✓	✓	✓
Enhanced Website Directory	✓	✓	✓	✓	✓
Logo on Website	✓	✓	✓	✓	✓
Welcome Bags	✓	✓	✓	✓	✓
Featured on Event Pull-up Banner	✓	✓	✓	✓	
12 Monthly Newsletter Ads	✓	✓	✓	✓	
Spotlight Direct E-Mail	✓	✓	✓		
Ad on Calendar Postcard	✓	✓			



### Auburn Hills Chamber of Commerce **Trustee Members**



## Enhanced Advertising Opportunities

Contact us at [info@auburnhillschamber.com](mailto:info@auburnhillschamber.com) or at 248-853-7862 for more information on advertising.

### eNewsletter Ads | \$900

12 ads in monthly eNewsletter placed below the renewing members section (W 9.3 in. x H 3.5 in.)

### Spotlight E-Blast Email | \$500

Member Spotlight E-Blast: Constant Contact E-Blast emailed to 6,000 contacts

### Postcard Ad | \$200

Your company ad featured on the BACK of printed Auburn Hills Chamber Event Calendar postcards distributed to members and at events. (Quantity of 200)

### Mailed Spotlight Postcard | \$900

Your company ad featured on the front of a printed Auburn Hills Chamber event postcard mailed to all members. (W8.5 in. x H5.5 in. Quantity of 400)

## Enhanced Membership Directory

Boost your online exposure for 12 months with an Enhanced Membership Directory  
Basic Membership Directory included with membership

	BASIC	ENHANCED
Physical Address	✓	✓
Phone Number	✓	✓
Website	✓	✓
Social Media Links	✓	✓
Hours of Operation	✓	✓
Driving Directions	✓	✓
Company Description	✓	✓
Expanded Company Description		✓
Company Logo		✓
Search Results Icon		✓
Photo Gallery		✓
Video		✓
Unlimited Keywords		✓
Map Image Selection		✓

## EVENTS

### 2023 Events Calendar

#### JANUARY

- 26 Auburn Hills State of the Community
- 31 Java with Jean

#### FEBRUARY

- 8 Maximize Your Membership
- 9 Chamber Cheers
- 15 Next Generation Event
- 28 Java with Jean

#### MARCH

- 20 Excellence in Education Awards
- 28 Java with Jean

#### APRIL

- 25 Java with Jean
- 26 IMPACT

#### MAY

- 10 Maximize Your Membership
- 11 Chamber Cheers
- 16 Java with Jean
- 17 **New - Tomorrow's Twentyt**

#### JUNE

- 12 Women Empowered
- 20 Java with Jean

#### JULY

- 19 Maximize Your Membership
- 27 Auburn Hills Chamber Golf Open

#### AUGUST

- 10 Chamber Cheers
- 22 Java with Jean
- 30 ILEAD Session 1

#### SEPTEMBER

- 7 Chamber Cheers
- 20 **NEW** - Stand Out Symposium
- 26 Java with Jean
- 27 ILEAD Session 2

#### OCTOBER

- 11 Maximize Your Membership
- 12 Taste of Auburn Hills
- 25 ILEAD Session 3
- 31 Java with Jean

#### NOVEMBER

- 14 Java with Jean
- 29 ILEAD Session 4

#### DECEMBER

- 4 Silver & Gold Awards
- 6 Next Generation Event
- 12 Holiday Java with Jean
- 14 ILEAD Final Session

## State of the Community | January

Bringing business professionals and community leaders together with an opportunity to start the year off building strong relationships. We welcome a message from the City of Auburn Hills Mayor, and updates from Chamber leadership.

### PRESENTING SPONSOR | \$3,000

- Top billing on all digital and print media
- Inclusion in all publicity & advertising
- Logo displayed on event signage
- Provide 1-2 minute introduction
- Logo on website event page
- Logo on billboards
- Expo table
- 10 Tickets

### COMMUNITY SPONSOR | \$1,500

- 2nd placement on all digital & print media
- Logo displayed on event signage
- Verbal recognition at the event
- Logo on website event page
- Expo table
- 8 Tickets

### EVENT SPONSOR | \$750

- Digital and print branding visibility
- Logo displayed on event signage
- Logo on website event page

### EXPO SPONSORSHIP | \$250

- Expo Table
- Name on website event page
- 1 Ticket

## Excellence in Education Awards | March

An awards program designed to promote the link between business, education, and the community, Excellence in Education celebrates the qualities of excellence within students and their teachers.

### PROGRAM CHAMPION | \$2,500

- Includes \$1,000 Future Leaders Fund Scholarship
- Top digital branding visibility
- Speaking opportunity and award presentation
- Company logo displayed in event presentation
- Logo on website event page
- Full-page ad in event program
- 4 Tickets

### PROGRAM PARTNER | \$1,000

- 2nd placement on all digital branding visibility
- Company logo displayed in event presentation
- Logo on website event page
- Full-page ad in event program
- 2 Tickets

### EVENT SPONSOR | \$500

- Digital branding visibility
- Company logo displayed in event presentation
- Logo on website event page
- Half-page ad in event program
- 1 Ticket

### BUSINESS SPONSOR | \$250

- Digital branding visibility
- Company logo displayed in event presentation
- 1/4 page ad in event program
- 1 Ticket



#### WHY SPONSOR?

The first major event of the year is sure to kick off right making the connections you have wanted to meet or seeing professionals you haven't seen since last season.

**EXPO AREA:** Yes

**AVERAGE ATTENDANCE:** 265

**TARGET AUDIENCE:** Community leaders, mid-large size company executives, and non-profits



#### WHY SPONSOR?

Awards program recognizing K-12 students and their teachers. This community recognition event is an excellent way to build awareness for your local business with the potential to provide a scholarship to a senior in need.

**EXPO AREA:** Yes

**AVERAGE ATTENDANCE:** 120

**TARGET AUDIENCE:** Local teachers, students, parents, higher ed academia

## Auburn Hills Chamber of Commerce Golf Open | July

Join the area's business leaders in one of the biggest and best golf outings in Michigan at Pine Knob Golf Club. Kick off the day with a networking breakfast including a Bloody Mary & Mimosa bar, lunch at the turn, and don't forget about the raffle & 50/50!



### LEAD EVENT SPONSORSHIP WITH GOLF \$4,000

- Top marketing visibility, program and event recognition
- Large shared event banner
- Opportunity to bring banners and branded items
- Signage on the course
- Logo on event website page
- 2 teams of four golfers

### TOP EVENT SPONSORSHIP WITH GOLF\*

- Verbal recognition at the event
- High marketing visibility, program and event recognition
- Large shared event banner
- Opportunity to bring banners and branded items
- Signage on the course
- Logo on website event page
- 1 team of four golfers

**Hospitality Sponsor \$3,000**  
**Specialty Cocktail Station \$2,500**  
**Premiere Beer Station \$2,000**  
**Premiere Snack Station \$1,800**  
**Beer Station \$1,800**  
**Breakfast Sponsor \$1,800**  
**Lunch Sponsor \$1,800**  
**Best Team Sponsor \$1,800**

### SPONSORSHIP WITH GOLF\*

- Marketing visibility, program and event recognition
- Event signage and signage on the course
- Logo on the website event page
- 1 team of four golfers

**Contest Hole \$1,700**  
**Longest Drive Men & Women \$1,700**  
**Closest to the Pin Men & Women \$1,700**  
**Putting Green \$1,700**  
**Beverage Cart \$1,700**  
**Tee/Hole \$1,500**

### SPONSORSHIP WITHOUT GOLF\*

- Event signage and signage on the course
  - Marketing visibility, program and event recognition
  - Logo on website event page
- \* \$100 additional fee to add a table and chairs on the course*

**Expo Table at Breakfast \$500**  
**Driving Range \$400**  
**Tee \$350**  
**Mulligans \$300**  
**Hole-in-One IN-KIND**  
**Golfers Gifts IN-KIND**  
**Photography IN-KIND**

#### WHY SPONSOR?

The largest outing Pine Knob Golf Course hosts. This outing sells out each year weeks prior to the event with business executives in attendance.

**EXPO AREA:** Yes – locations vary based on sponsorship level

**AVERAGE ATTENDANCE:** 275

**TARGET AUDIENCE:** Business professionals from various industries/large companies



## ILEAD: LEARN, ENGAGE. ACHIEVE. DISCOVER. | August-December

Sponsorship of this professional development leadership program offers your company exposure continuously throughout the year while the program is underway. Graduates of the program are recognized along with the sponsors at the following year's State of the Community. An excellent source of recognition.



### CHAMPION SPONSOR | \$3,000

- Top digital and print branding visibility for all ILEAD program events
- Logo prominently displayed on event signage
- Logo on website event page
- Distribution of sponsor marketing materials
- 4 registrations for entire ILEAD series

### EVENT SPONSOR | \$1,500

- Digital and print branding visibility
- Logo displayed on event signage
- Logo on event page
- 2 registrations for entire ILEAD series

## IMPACT 2023 | April

A half day event designed to attract CEO's, COO's, and human resource executives celebrating innovation and inclusion in the workplace. This program is planned by the Auburn Hills Chamber Workforce Development Committee and the DEI Innovation Council.

### GOLD SPONSOR | \$2,500

- Top digital and print branding visibility
- Logo displayed on event signage
- Representative give 1-2 minute introduction
- Logo on website event page
- Expo table at event
- 8 tickets

### SILVER SPONSOR | \$1,000

- Digital and print branding visibility
- Logo displayed on event signage
- Verbal recognition from the podium
- Logo on website event page
- Expo table at event
- 4 tickets

### BRONZE SPONSOR | \$600

- Digital and print branding visibility
- Logo displayed on event signage
- Verbal recognition from the podium
- Logo on website event page
- Expo table at event
- 2 tickets

### EXPO SPONSORSHIP | \$250

- Name on website event page
- Expo table at event
- 1 ticket

#### WHY SPONSOR?

Minimum of eight months of continuous promotion and recognition among attendees, online, print, social media, plus the graduating class is introduced during the State of the Community where sponsors are recognized

**EXPO AREA:** No

**AVERAGE ATTENDANCE:** 40  
(sells out each year)

**TARGET AUDIENCE:**  
Mid – senior level executives



#### WHY SPONSOR?

Workforce development and DEI professionals join forces to discuss the latest topics. A morning packed with roundtable discussion and opportunity to meet with HR executives.

**EXPO AREA:** Yes

**AVERAGE ATTENDANCE:** 100

**TARGET AUDIENCE:** Human Resources, operations, CEOs, DEI focused professionals

## Silver & Gold Awards Holiday Brunch | December

This signature event recognizes individuals and companies throughout the region. With more than 250 influential business professionals and community leaders, this is an incredible opportunity to be recognized.

### NAMED AWARD SPONSOR | \$2,000

- Top digital and print branding visibility
- Customize your company award name and criteria
- Logo prominently displayed on event signage
- Opportunity to present award
- Logo on website event page
- Verbal recognition from the podium during the event
- 8 Tickets

### CHAMBER AWARD SPONSOR | \$1,250

- Digital and print branding visibility
- Supports volunteer Chamber awards
- Logo on website event page
- 8 tickets

### TABLE SPONSOR | \$1,000

- Logo on website event page
- Name on event landing page
- 8 Tickets

## Stand Out Symposium | September

This signature event recognizes individuals and companies throughout the region. With influential business professionals and community leaders, this is an incredible opportunity to be recognized.

### GOLD SPONSOR | \$2,500

- Top digital and print branding visibility
- Logo displayed on event signage
- Representative provides 1-2 minute remarks
- Logo on website event page
- Expo table at the event
- 8 tickets

### SILVER SPONSOR | \$1,000

- Digital and print branding visibility
- Logo displayed on event signage
- Verbal recognition from the podium
- Logo on website event page
- Expo table at the event
- 4 tickets

### BRONZE SPONSOR | \$600

- Digital and print branding visibility
- Logo displayed on event signage
- Verbal recognition from the podium
- Logo on website event page
- Expo table at event
- 2 tickets

### EXPO SPONSOR | \$250

- Name on website event page
- Expo table at event
- 1 ticket

## AUBURN HILLS CHAMBER OF COMMERCE SILVER & GOLD AWARDS

### WHY SPONSOR?

The most impactful way to share your companies initiatives with others recognizing companies or individuals doing it as well. Named Award Sponsorships sell out early. Act fast if you want to participate.

**EXPO AREA:** No

**AVERAGE ATTENDANCE:** 300  
(sells out each year)

**TARGET AUDIENCE:**  
High profile executives from various industries represented.



### WHY SPONSOR?

Build connections with marketing, communications, sales, and business development professionals looking to stand out and break through the noise.

**EXPO AREA:** ?

**ANTICIPATED ATTENDANCE:** 100+

**TARGET AUDIENCE:**  
Professionals focused on Communications, Marketing, Sales, and Business Development



**WHY SPONSOR?**

The largest networking event of the year with hundreds of business professionals to meet and enjoy meaningful conversations

**EXPO AREA:**

Space for restaurant vendors only

**AVERAGE ATTENDANCE:** 500

**TARGET AUDIENCE:**

Business professionals and community representatives from the region

**Taste of Auburn Hills | October**

Join us for our annual Taste of Auburn Hills event! With participating vendors, you can enjoy a fun night out tasting your way through Auburn Hills and mingling with other members of the business community.

**LEAD EVENT SPONSOR | \$5,000**

- Top billing on all digital and print media
- Logo on I-75 digital rotating billboards for two weeks prior to event
- Logo featured on promotional web banner and social media images
- Inclusion in all publicity and advertising
- Logo featured on promotional event postcards and posters
- "Presenting Sponsor" title recognition on press release
- Logo on website event page
- 30 tickets

**COMMUNITY OUTREACH SPONSOR | \$3,000**

- 2nd placement level - logo on all digital and print media
- Logo featured on promotional web banner and social media images
- Inclusion in all publicity & advertising
- Logo on website event page
- Logo featured on event postcards and posters
- Sponsor recognition on press release
- 20 tickets

**GOLD LEVEL SPONSOR | \$1,500**

- 3rd placement level - logo on all digital and print branding visibility
- Logo on promotional web banner
- Inclusion in all publicity
- Logo on website event page
- Name featured on promotional postcard and posters
- 15 tickets

**SILVER LEVEL SPONSOR | \$1,000**

- Name on digital and print branding visibility
- Logo on website event page
- Name featured on promotional event postcards and posters
- 10 tickets

**BRONZE LEVEL SPONSOR | \$500**

- Logo on website event page
- Name featured on promotional event postcards and posters
- 5 tickets



## Tomorrow's Twenty (NEXT GENERATION) | May

Recognizing influential leaders under forty driving change, this new event celebrates the passion, innovation, charity, community, inclusion, business forward-thinking, and downright incredible ways young professionals have made an impact shaping their future and the lives of others. This will be an event you can't afford to miss or be involved and recognized in front of hundreds.

### PLATINUM SPONSOR | \$2,500

- Top placement level - digital & print media
- Logo featured on promotional web banner and social media images
- Opportunity to place branded items in gift bags
- Verbal recognition at the event
- 1-2 minute speaking opportunity or video at the event
- Logo featured on website event page
- Two tables of 8 tickets in VIP location



#### WHY SPONSOR?

Recognizing twenty powerful leaders under 40, this event brings together influential business professionals who are prominent among our community.

**EXPO AREA:** No - why would you want to be stuck behind a table at this awesome event?

**ANTICIPATED ATTENDANCE:**  
150-200

**TARGET AUDIENCE:**  
Companies with 25+ employees, charitable organizations, young professionals under forty

### GOLD SPONSOR | \$1,500

- 2nd placement level - digital & print media
- Opportunity to place branded items in gift bags
- Verbal recognition at the event
- Logo featured on website event page
- One table of 8 tickets

### SILVER SPONSOR | \$1,000

- 3rd placement level on digital and print media
- Opportunity to place branded items in gift bags
- Verbal recognition at the event
- Logo featured on website event page
- 4 tickets

### BRONZE SPONSOR | \$500

- Verbal recognition at the event
- Name featured on website event page
- 2 tickets

### IN-KIND

- Award
- Photography
- Floral & Decoration
- Videographer
- Photobooth
- Lighting
- Gift Bag

## Women Empowered | June

Women Empowered brings together women from the business community to advance career through knowledge, acquisition, and networking. Listen as empowering female executives provide key take-aways on how they position themselves at the top of their professions.

### PLATINUM SPONSOR | \$2,500

- 1-2 minute introduction
- Top billing on all digital and print media
- "Presenting Sponsor" recognition
- Top logo placement on event signage
- Logo on website event page
- 16 tickets

### PROGRAM SPONSOR | \$1,500

- 1-2 minute introduction
- 2nd placement level - logo on all digital and print media
- 2nd logo placement on event signage
- Logo on website event page
- 8 tickets

### TABLE SPONSOR | \$1,000

- Digital and print branding visibility
- Logo on event signage
- Logo on website event page
- Verbal recognition at the event
- 8 tickets

### EVENT SPONSORSHIP | \$500

- Digital and print branding visibility
- Logo on event signage
- Name on website event page
- Verbal recognition
- 2 Tickets

## WOMEN EMPOWERED

#### WHY SPONSOR?

A powerhouse luncheon with female executives providing an excellent opportunity to network with others in a fun and relaxed setting.

**EXPO AREA:** Depends... are you selling something women want (purses, shoes, jewelry, clothing) or collecting something for your non-profit?

**AVERAGE ATTENDANCE:** 185

**TARGET AUDIENCE:** Female business professionals (and a few men too)

## JAVA WITH JEAN



A powerful start to your day building connections with dozens of business professionals and a great cup of coffee. Hosted at members locations monthly throughout the year, these events typically have 25 - 100 attendees. Sponsor the series or host at your location.

**WHY SPONSOR OR HOST?** Only sponsors or companies hosting at their location can share what's happening with your company and why others should work with you. As hosts, you open your doors, provide coffee and refreshments, and share your office with everyone attending - a great way to build recognition and awareness. **EXPO AREA:** No

**TARGET AUDIENCE:** medium size business professionals from various industries

### ONE EVENT SPONSOR **\$250**

### SERIES SPONSOR **\$1,000**

- Includes 1-2 minute verbal introduction
- Distribution of sponsor marketing materials
- Logo on website event landing page
- Logo displayed on event signage

### HOSPITALITY SPONSOR **In-Kind**

- Includes 1-2 minute verbal introduction
- Distribution of sponsor marketing materials
- Name on website event page

## MAXIMIZE YOUR MEMBERSHIP



A complimentary event for members to network and learn more about how to maximize their membership benefits. Sponsor or host one of these events held throughout the year.

**WHY SPONSOR?** Non-members and members excited to make quality connections while learning more about maximizing your benefits through the Auburn Hills Chamber.

**EXPO AREA:** No **AVERAGE ATTENDANCE:** 25

**TARGET AUDIENCE:** Business professionals from various industries

### ONE EVENT SPONSOR **\$150**

- Includes 1-2 minute verbal introduction
- Distribution of sponsor marketing materials
- Logo on website event page
- Logo displayed on event signage

### HOSPITALITY SPONSOR **In-Kind**

- Includes 1-2 minute verbal introduction
- Distribution of sponsor marketing materials
- Name on website event page

## CHAMBER CHEERS



A complimentary late afternoon event (yes, there's cocktails) to wine(d) down, share a brew, and enjoy meeting with other business professionals in a fun relaxed setting.

**WHY SPONSOR?** Sponsor these complimentary networking events with an opportunity to tell everyone about your company.

**EXPO AREA:** No **AVERAGE ATTENDANCE:** 25

**TARGET AUDIENCE:** Business professionals from various industries

### ONE EVENT SPONSOR **\$250**

### SERIES SPONSOR **\$1,000**

- Includes 1-2 minute verbal introduction
- Distribution of sponsor marketing materials
- Logo on website event page
- Logo displayed on event signage

### HOSPITALITY SPONSOR **In-Kind**

- Includes 1-2 minute verbal introduction
- Distribution of sponsor marketing materials
- Name on website event page

## SPOTLIGHT NETWORKING OR INFORMATIONAL EVENT



**WHY SPONSOR?** Showcase your company and expertise - you provide the content, we handle all aspects of planning and executing your event - placing you in the spotlight.

**EXPO AREA:** Yes - dependent on location **AVERAGE ATTENDANCE:** Varies

**TARGET AUDIENCE:** You tell us who to attract

### Spotlight Networking or Educational Event **\$500**

- Opportunity to present on agreed upon educational webinar topic based on your expertise or networking event coordinated with Chamber
- Chamber promoted direct email and social media marketing
- Chamber handles all logistics - promotion, registration, participant communication, virtual platform, speaker introduction, pre/post event facilitation (additional fees may apply)
- Your logo and contact information on website event page

## Join a Committee

Build your personal awareness, or volunteer to participate on a committee with others who have similar interests. There's something for everyone and your expertise and time is valued so much.

For details about how to participate on these committees contact us at **248.853.7862** or visit **[auburnhillschamber.com](http://auburnhillschamber.com)**

- Ambassadors
- Auburn Hills Chamber Golf Open
- Business Referral Group
- DEI Innovation Council
- Hospitality
- Next Generation (Young Professionals)
- Non-Profit
- Silver & Gold Awards
- Taste of Auburn Hills
- Workforce Development

## Meet our Staff



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